



Keeping INN Touch

Innkeepers Guild Newsletter - Over 50 years of Professional Innkeepers and Quality Properties

President's Message

April 10, 2008

Destination "Atlantic"

Peter Sheehan

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Publication Info

A core role of the Innkeepers Guild is to improve your bottom line. We want you to really benefit by belonging to this group. We now will offer you a new approach. We will start to market and advertise the "Atlantic" as a tourism destination, such that we take advantage of the fact that tourists often visit more than one province, and maybe we can lure them to stay longer.

We have selected www.canadianbedbreakfast.com as your first Internet website that will show this "brand". This site lists far more than Bed and Breakfasts as the name may indicate. It is also Canadian!! This is a "work in progress" and you are encouraged to participate in the FREE offer for 2008 to get it started.

When some one searches the Internet for accommodations and their search arrives at the www.canadianbedbreakfast.com site, they will see a menu for "Atlantic Inns". Try it !!! Atlantic Inns is reserved for ONLY member properties, which belong to the Innkeepers Guild. It means 200 members help one another.

The first message is to advertise the "Atlantic" as a unique location. Many tourists do visit more than one province anyway so let's show our properties in every province.

The second message is that we advertise the Innkeepers Guild as a group, a brand. Existing properties, especially in the rural and coastal locations, are facing more and more competition. In the past five years, the number of new properties built on or near the Trans Canada Highway has increased, and this somewhat diverts traffic from the rural and coastal locations where the majority of the unique Innkeepers properties are located.

Every province counts "visitors". This is a blur statistic when you are in a location that is seasonal and dependent primarily on the "tourist". It is time to try to understand where our tourists come from and what they came for. Each Atlantic province is dependent on another Atlantic province. Our ferry systems are key routes but more importantly they can be part of the experience if we advertise more locations near the ferry routes.

The third message here is to promote the uniqueness of an Innkeeper Guild property. Once they start to see the group, they'll see the quality. This is the only Atlantic groups of over 200 properties of every category, many with a family as the host, most are unique, and in the most varied locations, with adventures and experiences. The more we can attract a viewer to one property, the more the rest should benefit.

Peter Sheehan
President

Check Your Listings

A few suggestions concerning the Internet and Websites...

Take some time to check all your Internet advertised property listings as well as your own web site to make sure every thing is up to date. If you have your own website for your property, the use of "links" is very valuable tool to give a person more information about your area. Check your own links yourself. Make sure the links work AND when you close the link THAT you come back to your site. Some links will take the person away from your site, they are gone, and annoyed. You do not want this type of link. You also want to make sure you highlight packages, discounts and key services, such as wireless Internet.

Where should you list our property?

Every website where you have bought and placed a listing increases the potential that a person will find your property. Think of these sites as buying ads on TV. The more channels and the more ads, the more visible. In addition, groups like the Innkeepers Guild give you a Free listing in our Guide as part of your membership. Anyone who searches the word "innkeeper" is very likely to find the Innkeepers Guild site and see all our member properties.

Then there are free listings on provincial and community web sites, or even global websites such as the Trip Advisor.

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Keeping INN Touch

Experiment by doing a “Google” search on a property name, or the name of your town or village to see what appears on the first page of the search results. This will help you see what the tourist sees when they are looking.

Website Ownership, Design and Hosting

There have been recent cases where owners have found that they have a problem with a website. It got suspended without their knowledge. One reason has been the person or company they hired to build the design and manage their site is now out of business. This lead owners to find that they did not have possession of the necessary codes and passwords to make any changes to the website, and sometimes not know where the website was “hosted”. You do not want this to happen to you. It can mean, you have a website but can’t change it, and risk that it will be pulled from the Internet as the hosting company can’t find the owner because your name is not shown on their records.

Our advice to every one who has a website is to take the time now to avoid such a potential disaster. First of all, find out who owns the website name you have and who is shown as the administrator of your website. Here is where you can start:

1. Go to the website INTERNIC.CA and search under “domains” by typing in your website name.
2. This leads to a table where you will see “WHOIS” (jargon for “WHO IS” - the owner of this website).
3. Click and see what names show up as owner and as the administrator. You want your name here.
4. If your name is not shown, you should contact INTERNIC to make sure they have your contact information.

Finding where your site is hosted is another task, and not as simple. Some web design companies will host your site for you, but some “hide” where it is hosted so they have control. You want control. If you do not have control over where your site is hosted, then have the hosting company change their records. The key is to buy your web design from a reputable source. If you buy from a company, try to verify it is a legal registered company. If you buy from a “freelance”, a private designer, make sure you have control of the ownership and the hosting. You want the hosting account in your name. If you are having trouble, feel free to go to the “email” on our website and write us.

Repeal of Nova Scotia Tourism Accommodations Act

A separate information letter will be sent in the next week on this topic.

Superior Propane Pricing

Volume/Litre	Maritime Pricing April 1, 2008	NL Pricing April 1, 2008
0 - 15,000	0.6637	0.7502
15,001 - 30,000	0.6437	0.7302
30,001 - 50,000	0.6237	0.7102
50,001 - 100,000	0.6037	0.6902
100,001 - 150,000	0.5937	0.6802
150,001 - over	0.5837	0.6702

Clarification

The Innkeepers Guild (of Nova Scotia) is a professional organization. We are not associated with any other organization, company, or web site that may use the “Innkeeper” name.

Our Website

Our current website is www.innkeeperguild.com. This is a temporary website until our original website is transferred to our webmaster. Please check your property listing on this site, and update as follows:

Updating or Restoring your property listing requires that you login to the Member Access area.

1. Send an email to: info@innkeeperguild.com
Request a username and password.
2. Go to www.innkeeperguild.com and
Click the Memberbenefits Button -
Click the link at the bottom of the next page.
Login - to the Member Access Area.
3. In the Existing Member Options - please complete the Contact, Property and Photo Updates.

Don't Forget!

Don't forget our free offer for a compact listing On our “Atlantic Inns” exclusive group with www.canadianbedbreakfast.com - and the special introductory offer for a premier listing. You get a listing, photos, a link to your site and a google map – Free!

Publication Info

President - Peter Sheehan
Contact: ocean.haven@ns.sympatico.ca